

TOURIST DEVELOPMENT COUNCIL MEETING
SUMMARY MINUTES
JULY 10, 2003 –SPRINGHILL SUITES ALTAMONTE SPRINGS

MEMBERS PRESENT:

Helen Stairs – Helen Stairs Theatre
Frank Fry – Holiday Inn Altamonte
Jay Sheppard – Best Western Marina Hotel
Linda Marshall – SpringHill Suites Altamonte
Bill Beuret – Maison et Jardin Restaurant

MEMBERS ABSENT:

M.M. “Red” McCullough – McCullough & Assoc.
Pat Freeman – Altamonte Springs City Commission
Steve Wolfram – Council of Local Governments
Dick Van Der Weide - Board of County Commissioners

STAFF PRESENT:

Suzan Bunn – Seminole County CVB
Kathryn Townsend – Seminole County CVB
Laura Richeson – Bennett & Company
Ann E. Colby – County Attorney’s Office
Doug Barclay – Central Florida Sports Commission
Fran Sullivan – Seminole County CVB
Amanda Mays – Seminole County Fiscal Services

GUESTS:

Jason Weeks – Altamonte Sports
Bruce Skwarlo – Orlando Marriott Lake Mary
Penny Leffel – Courtyard By Marriott/SpringHill Suites Sanford
Stephanie Andry – Residence Inn
Jim Segal – Hilton Orlando/Altamonte Springs
Lou Edwards – Hilton Orlando/Altamonte Springs
Jamie Ross – Hilton Garden Inn Lake Mary
Belinda Ortiz – CFHLA
Stephanie Kobrin – Seminole County Library & Leisure Services
Maggie Shoemaker – Homewood Suites Lake Mary
R.T. Hillery – City of Sanford
Rebecca Rhodes – Embassy Suites Orlando North
Alyssa Hoskinson – Hilton Garden Inn Lake Mary
Jim Esch - Brandcomet

CALL TO ORDER

With a quorum present the meeting was called to order by Frank Fry, TDC Chair, at 12:40 p.m. Introductions followed.

APPROVAL OF JUNE 12, 2003 MINUTES

A motion to approve the minutes of the June 12, 2003 meeting was made by Jay Sheppard. The motion was seconded by Linda Marshall and carried.

EVENT SPONSORSHIP REQUESTS

APR Superleague Race (03-04) – Kathryn Townsend informed members this year’s event has been postponed until October of fiscal year 03-04. This 2-day event has done very well historically. The May 2002 event had a total direct economic impact of over \$900,000. Staff recommends funding the request for \$25,000 at

\$20,000. She affirmed this amount has been included in next year's budget. Sam Winer is seeking additional sponsorships from the City of Sanford. Lake Monroe is the first choice for venue, and Crane's Roost Lake is the second choice. A motion to approve \$20,000 by Bill Beuret was seconded by Jay Sheppard. The motion carried unanimously. Following the vote Jay Sheppard was excused.

STAFF REPORTS

Financial – Kathryn Townsend reported May revenue was 2% below projection. Year-to-date collections remain 2% below last fiscal year and 21% below pre-9/11. The budget report remains unremarkable.

Sales – Karen Brown was attending a trade show in Savannah, and Suzan Bunn highlighted her report in her absence. Hospitality Night is August 20 on the Rivership Romance. Local DMCs and meeting and event planners will be invited to this event. Six hotels will participate with the CVB in the Corporate Road Trip to Jacksonville, Miami and Tampa. This sales mission is aimed at corporate business travel and meeting planners. Members of the industry were encouraged to contact the Seminole County Human Resources Department to explore opportunities to promote their businesses to Seminole County employees. The on-line hotel booking engine with WorldRes is up and running. We should start receiving activity reports next month. Co-op advertising opportunities are still available. Members were referred to Karen's report for additional items of note.

Information Inquiries – This report will now be incorporated in the Director's Executive Summary.

Central Florida Sports Commission – Doug Barclay has confirmed that several games of the Florida All-Star Baseball Jamboree will be held at the Sanford Memorial Stadium next spring and most of the teams will be housed in Sanford hotels. The Sports Commission has also secured two adult softball tournaments as part of the 2004 ASA Hooters Championship Series. The first event will be held at the Seminole County Softball Complex in March 2004 and the second event will be held at Red Bug Lake Park in April 2004. The Sports Commission has been asked by the NCAA to bid on several events including the NCAA Division II Baseball Regionals, Division II Baseball World Series Championships and Division II Soccer Regionals. The 2004 NAWI Youth Rugby Festival has been confirmed for the Seminole County Sports Training Center. Approximately 95% of the 24 teams will be international. Doug was successful in securing 2 baseball regionals and 1 adult fast-pitch softball event as part of the USSSA Baseball/Softball Invitational. Later this month the Sports Commission will bid on the USA Water Polo event. They have submitted more bids this month than this year to date.

PR & Marketing – Laura Richeson distributed a comprehensive clip report of editorial media coverage for October 2002 through June 2003. Based on a 1:1 ratio the total advertising value is nearly \$200,000. The report includes sections highlighting Seminole County coverage, media FAM trip coverage and other lead generators. She explained of the three industry standards, Bennett & Company prefers to use a 1:1 ratio because it is the most conservative. Copy, images and information were sent to TravelHost Magazine, InformationFlorida.com, TransMeridian Airlines Website and World Publications. Samples of ads completed in June were circulated. Bennett & Company will move to Seminole County next week.

Executive Report – Suzan Bunn commended Bennett & Company for successfully arranging for Seminole County to be the host destination for the full-day tour with the Society of American Travel Writers on November 8. Planning details are forthcoming. Bruce Skwarlo, General Manager of the Orlando Marriott Lake Marriott also expressed appreciation to Bennett & Company. The recent Great Race brought in more than 900 room nights over a four-day period as well as TV coverage by several channels.

Suzan recently attended TransMeridian Airlines' Inaugural Flight Celebration at Orlando Sanford Airport with service to Syracuse, New York; Toledo, Ohio; Rockford, Illinois; San Juan, Puerto Rico and Las Vegas, Nevada. The airport is also exploring non-stop charters with a Canadian airline. (Addendum: Jetsco has confirmed a charter flight into Sanford beginning in October.)

Review of Projects in Progress:

Consumer - The English version of the "Natural Choice" brochure is being updated.

Meetings - The CVB is in the process of developing a Meeting Planners Guide. A meeting space survey and unique event venue survey were sent to applicable hotel properties. A meeting planner ad will be created and placed in upcoming publications. We have initiated a "Bring Your Meeting or Sports Event Home" campaign with Seminole County employees and residents who attend out-of-town meetings or are involved with sporting events. This program is aimed at expanding our outreach. The CVB will do the work to secure meetings or events based on information we receive from our "ambassadors." Suzan expressed appreciation to everyone who provided inventory for the silent auction package she will be taking to MPI-WEC in San Francisco. CVB staff is creating a database for various planners to be used in upcoming direct mail solicitation for meetings.

Sports - Altamonte Sports' request for \$50,000 reimbursable monies was approved by the BCC. A relocation bid was sent to USA Rugby. The RFP for Lake Sylvan was withdrawn pending the outcome of the USA Rugby bid. Our first quarterly sports marketing meeting will be held in the near future. We are in the process of updating the current sports inventory to be distributed at sports trade shows, etc. SpringBreakSports will present a sponsorship application at next month's meeting. This organization arranges spring break trips for college tennis teams and is considering bringing in college golf teams. Kathryn Townsend added there will be approximately 4 items requiring TDC action on next month's agenda. The Seminole County Economic Development Department has identified an individual from the Complete Soccer Academy who is interested in bringing a permanent soccer camp to Seminole County.

Media - Currently the top media buys are *Southern Living* Florida Travel Section, Visit Florida's "Undiscovered Florida" and PrePrint Spring In-State Newspaper Insert. MTV recently filmed an episode of TRUE LIFE at Markham's Grill.

Updates – Due to lack of sales we will not renew our contract with Award Vacations. An update on the Convention Center will be presented to County Commissioners at the July 22 BCC meeting. We are considering a communication audit of our website and collateral material. A meeting and sports section will be added. The Conversion Study portion of the research study will be provided at next month's meeting after several inconsistencies in the report are clarified. Dates for the upcoming BCC Meeting, Tourism Budget Presentation to the BCC and Hospitality Night were listed for anyone interested in attending.

OLD BUSINESS – None

NEW BUSINESS –

Appointment of Media/Marketing Committee – Jay Sheppard, Linda Marshall and Bill Beuret volunteered to serve on the committee.

GENERAL DISCUSSION/ANNOUNCEMENTS – Based on a meeting preference survey that was sent out to members, beginning in January 2004 TDC meetings will be held in the morning.

HOSPITALITY UPDATE – Bruce Skwarlo noted had it not been for the Great Race he would have great concerns about occupancy at his hotel. He added Senator Gary Siplin is actively pursuing a boycott on tourism based on his opinion that FCAT testing is hindering the advancement of minorities through the school system. He is using tourism as a platform to get Governor Bush's attention. He urged those who reside in the senator's district to contact him by phone or e-mail to express their views and concerns.

NEXT MEETING DATE AND LOCATION – August 14, 2003 –Comfort Inn & Suites, Sanford.

ADJOURNMENT - There being no further business, the meeting was adjourned by the Chair at 1:15 p.m.